

YouGov / The Sun Survey Results

Sample Size: 1620 GB Adults
Fieldwork: 4th - 5th April 2010

	Voting intention			Gender		Age			Social grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1620	517	405	228	777	843	487	566	567	890	729	209	526	346	399	141
Unweighted Sample	1620	541	353	223	773	847	444	501	675	974	645	197	555	334	378	156
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Taking into account likelihood to vote]

Con	41	100	0	0	40	42	40	37	45	46	34	41	48	43	37	20
Lab	31	0	100	0	30	32	31	36	25	27	37	28	22	33	39	41
Lib Dem	18	0	0	100	17	18	20	18	15	19	16	19	20	15	18	12
Other	11	0	0	0	13	9	9	8	14	9	13	12	9	10	7	27

Other Parties Voting Intention

UKIP	4	0	0	0	4	3	2	2	6	3	4	1	5	4	3	2
SNP / PCY	3	0	0	0	4	2	3	2	4	3	3	3	0	1	0	24
BNP	2	0	0	0	3	2	1	3	3	2	3	2	2	3	3	0
Green	2	0	0	0	1	2	2	1	1	1	2	5	1	1	1	1
Respect	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Other	0	0	0	0	0	1	0	0	0	0	1	0	0	1	0	0

The general election will be held on May 6. On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in the general election?

0 - Certain NOT to vote	5	0	0	0	5	5	8	3	4	4	6	6	4	4	6	4
1	1	1	0	0	1	1	2	1	1	1	1	1	2	0	2	0
2	2	0	1	0	1	2	3	1	1	1	2	1	2	2	1	1
3	1	0	0	1	1	1	2	0	1	1	1	1	1	0	0	1
4	1	1	1	2	1	1	2	1	0	1	1	1	1	1	1	1
5	4	2	5	2	3	4	7	3	2	3	5	4	5	2	3	4
6	2	1	2	3	2	3	4	1	2	2	3	2	3	2	2	0
7	4	3	4	2	5	3	4	4	4	3	4	4	2	5	4	5
8	8	8	9	9	8	8	11	9	5	6	10	6	8	8	9	10
9	10	10	10	15	10	10	10	11	9	11	9	11	11	10	10	8
10 - Absolutely certain to vote	61	74	65	65	63	59	44	66	70	65	55	57	59	64	61	64
Don't know	2	1	0	2	2	2	3	2	2	2	2	5	2	1	2	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[All those to name a party]

Con	40	100	0	0	39	41	37	37	44	45	33	40	47	42	35	20
Lab	31	0	100	0	31	32	32	36	25	27	37	29	22	33	39	42
Lib Dem	18	0	0	100	17	18	20	17	16	19	16	18	20	15	18	12
Other	11	0	0	0	14	9	10	9	15	9	14	13	11	10	7	26

Other Parties Voting Intention

UKIP	4	0	0	0	4	3	2	2	6	3	4	2	5	4	3	2
SNP / PCY	3	0	0	0	4	2	3	2	4	3	3	2	1	1	0	23
Green	2	0	0	0	1	2	2	2	1	1	2	5	1	1	1	1
BNP	2	0	0	0	3	2	2	3	3	2	3	2	3	2	2	0
Respect	0	0	0	0	0	0	1	0	0	0	1	1	0	0	0	0
Other	1	0	0	0	1	1	1	1	0	0	1	1	1	1	0	0

Non Voters

Would Not Vote	5	0	0	0	5	5	8	3	4	4	6	6	4	4	6	4
Don't know	15	0	0	0	12	18	20	14	12	14	16	16	17	13	16	10

Do you approve or disapprove of the Government's record to date?

Approve	24	1	69	17	26	21	21	28	22	22	26	23	20	22	27	37
Disapprove	62	96	13	66	63	60	56	59	69	65	58	62	66	64	59	48
Don't know	15	4	17	17	10	19	24	13	9	14	16	16	15	15	14	15

Which of these would make the best Prime Minister?

David Cameron	35	88	3	12	37	34	34	34	39	40	30	35	42	38	32	17
Gordon Brown	28	0	84	16	30	26	24	32	27	26	30	27	22	26	30	48
Nick Clegg	10	2	2	50	11	9	9	11	9	10	9	10	12	8	10	6
Don't know	27	10	11	22	22	32	33	24	25	24	31	28	25	28	29	29

Which party do you think is more likely to run Britain's economy well - the Conservatives or the Labour Party?

Conservative	36	91	2	12	37	34	32	34	41	40	31	35	42	39	31	21
Labour	30	0	89	22	32	29	28	36	27	29	33	32	23	28	34	49
Neither	24	5	7	58	24	24	23	22	26	22	25	24	23	22	26	24
Don't know	10	3	2	7	8	13	17	8	7	9	12	10	11	12	10	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Here is a list of problems facing the country.
Could you say for each of them which political party you think would handle the problem best?

National Health Service

Conservative	30	78	1	6	32	29	25	30	35	33	27	30	37	31	27	14
Labour	34	5	88	29	37	30	29	37	34	31	36	36	26	29	38	53
Liberal Democrat	10	3	1	47	10	11	10	11	10	11	9	10	11	10	9	12
Other	3	0	1	2	4	2	3	2	3	2	3	3	2	3	2	4
None	8	3	3	5	8	9	8	8	9	7	9	6	7	7	10	10
Don't know	15	11	5	11	10	21	25	12	11	15	16	14	16	20	14	8

Asylum and immigration

Conservative	39	83	17	21	42	37	34	40	43	44	34	37	43	45	33	31
Labour	14	0	47	8	15	14	13	17	13	13	16	19	11	12	16	23
Liberal Democrat	12	3	9	48	12	12	13	10	13	12	11	13	11	9	14	14
Other	9	4	6	6	11	7	9	9	8	8	10	9	11	8	8	5
None	10	4	10	7	10	11	8	11	12	9	12	8	9	11	12	14
Don't know	15	6	12	10	10	20	23	13	11	15	16	15	15	15	17	13

Law and order

Conservative	40	88	10	26	43	37	36	39	45	45	34	41	45	43	35	27
Labour	22	1	68	10	23	20	18	25	22	18	26	19	17	20	27	30
Liberal Democrat	9	1	3	43	9	8	8	9	8	9	8	9	9	7	9	11
Other	4	1	1	2	5	3	4	3	4	4	4	2	5	4	3	5
None	9	2	6	7	9	9	7	9	10	8	10	11	7	9	10	12
Don't know	17	7	12	12	11	22	27	14	11	16	17	18	17	17	16	15

Education and schools

Conservative	31	80	3	6	34	29	26	30	36	35	26	34	36	35	26	16
Labour	27	3	77	14	29	25	24	31	25	23	32	23	20	26	34	40
Liberal Democrat	14	3	5	60	15	13	14	14	13	16	12	16	16	11	13	14
Other	3	0	1	3	4	1	3	2	3	2	3	2	2	3	2	5
None	8	3	5	5	7	9	7	8	9	7	10	10	7	7	8	13
Don't know	17	10	9	12	11	23	25	14	13	17	17	15	19	18	16	12

Taxation

Conservative	31	80	4	7	35	28	27	32	34	35	27	38	35	33	26	19
Labour	24	2	74	12	24	24	20	28	24	22	27	24	20	22	28	37
Liberal Democrat	15	5	7	62	18	13	16	15	15	16	14	13	16	15	16	14
Other	3	1	1	2	5	2	4	3	3	3	3	2	3	4	2	5
None	9	4	6	7	9	10	7	10	11	8	11	7	8	9	13	11
Don't know	17	9	9	11	10	22	26	13	12	16	18	17	18	18	15	14

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Unemployment

Conservative	28	73	1	7	29	27	24	29	30	31	25	31	33	28	24	15
Labour	28	6	80	13	31	25	24	33	27	27	29	26	21	29	34	39
Liberal Democrat	11	2	6	50	11	11	13	11	10	12	10	15	11	11	10	10
Other	3	0	1	2	5	2	3	3	3	3	3	2	4	4	2	5
None	10	6	4	9	10	10	9	9	12	9	11	8	10	8	12	14
Don't know	20	12	8	19	14	26	27	16	17	19	22	18	22	21	18	17

Thinking about Prime Minister Gordon Brown, which of the following qualities do you think he has? Please tick all that apply.

Sticks to what he believes in	37	17	74	37	38	36	33	40	37	36	39	40	32	35	39	50
Strong	22	6	54	21	23	21	20	24	21	20	24	19	16	19	25	46
Honest	21	5	50	22	23	18	17	24	20	21	20	20	17	18	21	41
Good in a crisis	18	3	49	18	21	16	13	22	19	19	18	21	16	17	19	26
In touch with the concerns of ordinary people	17	2	50	12	16	17	13	19	17	16	18	15	15	16	18	23
Decisive	16	2	42	17	17	16	14	19	15	13	20	16	11	15	20	30
A natural leader	5	0	15	1	6	4	5	6	4	3	6	5	3	4	7	5
Charismatic	2	1	7	0	3	2	3	3	1	1	4	5	2	2	2	3
None of these	44	72	5	44	46	43	40	42	50	47	42	41	49	50	41	27
Don't know	7	2	4	4	4	9	11	5	5	6	8	10	6	5	9	3

Thinking about Conservative leader David Cameron, which of the following qualities do you think he has? Please tick all that apply.

Charismatic	40	62	30	43	43	38	40	45	36	46	34	42	46	42	37	25
A natural leader	22	43	7	20	23	22	25	21	21	26	18	24	25	22	22	11
Decisive	21	47	7	14	22	21	22	18	24	22	20	21	26	20	19	14
Strong	19	43	7	13	18	20	20	18	19	21	17	20	23	18	19	10
Honest	19	47	3	7	23	16	16	14	26	22	15	19	22	21	15	15
In touch with the concerns of ordinary people	19	45	3	9	19	19	16	16	23	19	18	15	23	21	18	8
Sticks to what he believes in	18	40	6	9	20	16	17	17	20	18	18	16	21	23	15	9
Good in a crisis	11	26	4	2	11	10	11	9	12	12	9	12	12	10	10	9
None of these	30	3	49	36	31	29	23	33	32	26	34	29	24	31	31	43
Don't know	11	4	11	6	8	14	15	10	10	9	14	12	11	7	13	13

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.

Honest	26	22	25	61	31	20	21	25	30	28	22	27	28	22	27	20
In touch with the concerns of ordinary people	23	18	22	57	24	23	21	25	25	24	23	20	25	24	25	19
Sticks to what he believes in	19	17	15	50	23	16	14	20	23	19	20	18	20	19	22	15
Charismatic	11	10	11	26	12	11	8	12	14	12	11	11	12	10	14	7
Decisive	9	8	6	29	11	8	9	9	10	9	10	10	10	7	11	7
Strong	7	7	5	17	8	6	7	6	8	6	7	10	6	5	8	8
A natural leader	6	5	4	19	7	5	5	7	7	7	5	7	6	5	9	3
Good in a crisis	3	1	3	13	4	3	5	3	2	3	4	4	3	2	5	2
None of these	23	22	26	6	27	20	20	23	26	22	24	26	21	26	21	27
Don't know	35	38	37	12	28	43	44	34	29	34	37	34	36	33	36	38

Have you pretty much made up your mind how you are going to vote in the coming general election, or might you still change your mind?

Pretty much made up my mind	66	83	81	67	69	62	53	68	74	67	64	65	63	67	69	65
Might still change my mind	25	16	15	31	22	27	32	22	21	25	24	24	27	24	23	24
Don't know	10	1	4	2	8	11	15	10	5	8	11	11	10	10	8	10

Which of the following is MOST important to you in deciding how you will vote at the general election?

Which party best represents my broad values and principles	49	52	59	52	51	47	46	55	46	52	45	47	49	49	50	48
Which party has the best specific policies for the country	32	35	28	29	31	32	29	29	37	31	33	32	32	36	27	35
Which party's leader would make the best Prime Minister	5	9	5	2	6	4	6	5	5	5	6	5	4	4	7	5
Which party's local candidate would make the best MP	5	3	4	13	5	5	4	4	7	6	5	5	5	5	6	6
None of these	5	1	3	3	4	6	7	5	3	4	7	6	6	2	6	5
Don't know	4	1	1	2	3	5	8	2	3	4	5	5	4	4	5	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which two or three of the following issues will be most important to you in deciding which party to support in the coming general election?

The economy	58	61	68	66	62	53	59	59	55	62	52	59	57	60	54	64
Immigration & Asylum	44	59	28	32	44	43	33	46	50	42	45	39	47	49	42	29
Health	35	28	47	39	31	38	27	38	37	35	33	33	31	34	37	43
Tax	28	32	24	28	31	25	37	27	21	28	27	24	29	28	26	30
Crime	26	32	21	19	27	24	22	26	28	23	29	24	23	34	24	21
Education	17	16	23	22	15	19	23	18	10	19	15	22	18	12	21	10
Pensions	16	15	16	17	16	15	4	10	31	17	14	11	16	16	14	22
Family life & childcare	11	13	14	8	8	13	12	16	5	10	12	9	12	10	12	10
The environment	10	4	10	17	9	11	10	9	10	11	8	11	9	8	9	16
Iraq/Afghanistan	9	7	6	9	6	11	6	8	12	8	10	10	7	8	10	9
Europe	7	10	3	5	9	5	4	5	11	7	6	5	9	7	7	2
Transport	5	3	4	10	6	4	8	4	3	5	6	10	5	4	2	8
None of these	2	0	1	1	2	2	3	1	1	1	3	3	2	1	2	2
Don't know	3	0	2	1	2	4	5	2	2	2	4	4	3	3	3	1

During the election campaign the party leaders will take part in three TV debates. How much influence, if any, do you think how they perform in the debates will have on how you vote at the election?

A lot	8	7	10	9	8	8	13	5	7	7	10	10	7	7	8	11
A little	30	34	26	37	30	30	39	29	24	32	28	26	34	31	32	17
TOTAL INFLUENCE	38	41	36	46	38	38	52	34	31	39	38	36	41	38	40	28
Not a lot	28	31	28	31	26	29	21	29	32	29	26	30	27	30	25	27
None at all	28	26	32	22	31	26	18	31	35	28	29	27	25	28	31	38
TOTAL NO INFLUENCE	56	57	60	53	57	55	39	60	67	57	55	57	52	58	56	65
Don't know	6	3	4	1	5	6	10	5	3	4	7	8	8	4	4	6

Which of the following do you most agree with?

The country can't afford another five years of Gordon Brown, the Conservatives offer the change we need.	38	93	2	17	39	38	35	35	44	43	33	39	45	41	34	18
Gordon Brown's strong leadership has got us through the recession, a Conservative government would put the recovery at risk.	30	0	85	30	32	29	25	37	28	28	34	30	24	30	33	52
Neither	24	5	9	48	23	26	27	22	24	24	24	23	25	22	25	23
Don't know	7	1	4	5	6	8	12	6	4	5	9	8	7	7	8	8

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Flexible working means parents being able to adapt their working pattern to suit their childcare needs, such as going part time, compressing their hours onto fewer days, jobsharing, working from home or working flexitime.

How widely available do you think flexible working is to working mothers in Britain today?

Very widely	5	5	6	5	6	4	6	4	5	5	5	2	5	5	7	7
Fairly widely	30	34	32	29	31	29	30	33	27	31	29	33	30	27	32	26
TOTAL WIDELY	35	39	38	34	37	33	36	37	32	36	34	35	35	32	39	33
Not very widely	44	44	44	50	40	48	41	45	46	46	41	40	45	47	41	48
Not widely at all	9	9	9	6	6	12	9	9	10	9	9	9	8	9	9	10
TOTAL NOT WIDELY	53	53	53	56	46	60	50	54	56	55	50	49	53	56	50	58
Don't know	12	9	9	10	17	7	14	9	13	9	15	16	12	12	11	9

How well or badly do you think the government is delivering child care provision in Britain today?

Very well	3	2	6	2	3	3	2	3	4	3	4	3	3	3	4	6
Fairly well	38	28	57	41	38	38	35	42	37	38	38	30	35	42	42	41
TOTAL WELL	41	30	63	43	41	41	37	45	41	41	42	33	38	45	46	47
Fairly badly	27	42	13	23	27	27	26	28	28	30	25	31	27	26	26	30
Very badly	8	11	1	7	8	8	7	7	10	8	9	13	10	7	6	3
TOTAL BADLY	35	53	14	30	35	35	33	35	38	38	34	44	37	33	32	33
Don't know	23	17	22	27	23	24	28	20	22	23	24	23	26	21	23	20

Thinking about the tax and benefit systems and how they impact on married couples, do you think they promote or penalise marriage, or neither?

The tax and benefit system promotes marriage	7	7	11	9	9	6	8	10	5	8	7	10	6	7	8	8
The tax and benefit system does not promote or penalise marriage	35	24	50	42	37	33	31	40	33	35	34	33	36	33	34	38
The tax and benefit system penalises marriage	35	54	15	27	36	34	29	30	46	38	31	31	37	37	36	28
Don't know	23	15	23	23	18	27	32	21	17	19	28	26	21	22	23	26

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And thinking about the tax and benefit system and how it treats people in low paid jobs, do you think it encourages people to find work, discourages people to find work, or neither?

The tax and benefit system encourages people to work	7	2	18	5	8	6	5	11	5	6	8	8	5	7	8	12
The tax and benefit system does not encourage or discourage work	17	13	25	23	18	17	17	20	15	17	18	19	15	20	17	20
The tax and benefit system discourages people from working	65	80	46	66	63	68	62	62	72	68	62	61	70	63	67	56
Don't know	10	4	11	7	11	9	16	7	7	8	12	12	9	10	8	12

YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

	Unweighted no.	Weighted no.
Age and Gender		
Male 18 to 24	77	98
Male 25 to 39	148	210
Male 40 to 54	188	210
Male 55 +	360	259
Female 18 to 24	85	97
Female 25 to 39	255	211
Female 40 to 54	192	226
Female 55 +	315	308
Region		
North England	378	399
Midlands	237	265
East England	161	155
London	197	209
South England	394	370
Wales	97	81
Scotland	156	141
Social Grade		
ABC1	974	890
C2DE	645	729
Newspaper Type		
Express / Mail	396	260
Sun / Star	232	356
Mirror / Record	140	259
Guardian / Independent	141	66
FT / Times / Telegraph	200	154
Other Paper	209	202
No Paper	301	323
Political Party Identification		
Labour Loyal	359	420
Labour Disloyal	95	97
Conservative	449	422
Liberal Democrat	161	194
Others	81	49
None	419	396
Don't know	55	40